

## **Executive Committee Meeting Minutes – Monday, January 10, 2005**

Chairman Dwyer called the meeting to order at 8:30 a.m. and led the committee in the Pledge of Allegiance. The committee observed a moment of silence in memory of Supervisor Hank Carlson.

**Present:** Chairman James Dwyer, County Board Supervisors Patricia Haukohl, Walter Kolb, Richard Manke, William Mitchell, Duane Paulson, Duane Stamsta.

**Staff Present:** Legislative Policy Advisor Mark Mader, Legislative Policy Advisor Dave Krahn, Office Services Coordinator Windy Jicha.

**Also Present:** President of WCEDC Bill Mitchell, UW-Extension Director Marcia Jante, Senior Financial Analyst Clara Daniels, Senior Vice President of McGlinchey & Associates Harry Cherkinian.

### **Correspondence**

Chairman Dwyer reviewed and distributed the list of correspondence. He said Supervisors should request copies of the listed items from Jicha.

### **Approve the Minutes of November 9, 2004**

MOTION: Haukohl moved, Paulson second, to approve the minutes of November 9, 2004 as amended. Motion carried: 7-0.

### **Approve the Minutes of December 6, 2004**

MOTION: Supervisor Mitchell moved, Kolb second, to approve the minutes of December 6, 2004. Motion carried: 7-0.

### **Meeting Approvals**

MOTION: Haukohl moved, Stamsta second, to approve attendance of the Executive Committee at the WCA Legislative Exchange in Madison on February 8 and 9, 2005. Motion carried: 7-0.

### **Future Agenda Items**

- Legislative updates and discussions featuring state legislators on such issues as TABOR.

### **Discuss 2005 Goals and Objectives for the Economic Development Corporation (WCEDC)**

Mitchell of WCEDC said they recently hired McGlinchey & Associates, a marketing and communications firm, to work on marketing for WCEDC. Mitchell of WCEDC introduced Harry Cherkinian, Senior Vice President of McGlinchey & Associates.

Mitchell of WCEDC said they have stabilized the corporation and have moved into better relationships with the business community. They have completed the analysis of what business wants from them and are now moving forward. Until the HUD audit, they were on a roll and things were moving forward quickly. They dedicated 250 hours of staff time to deal with the HUD audit. HUD found no fraud in WCEDC. They have tightened up the loan fund. They have created 464 jobs through the loan program. They need to get the word out there about WCEDC and McGlinchey & Associates will help with that initiative.

Mitchell of WCEDC said the words “economic development” are used too casually. WCEDC need to tell people who they are and what they do for Waukesha County. No one offers the same structure we do. WCEDC wants to be the catalyst for turning good business ideas into action. The Conversations were a commitment toward action and it is starting to bear fruit. They want to be the organization that helps businesses get started and provides seed money so people can get patents and start businesses. Another solution they are looking at is wellness solutions for businesses to help reduce the cost of healthcare and to increase retention.

Mitchell of WCEDC said we need to get outcomes from the Conversations working in the business community. His goal is to match or exceed public monies with private sector funds. The private sector asks him for outcomes before they join. Mitchell of WCEDC said he's starting to hear from the business community that if you can leverage public and private money, it is good. It is not about being independent of public money but being held responsible for the money. They can make that happen. They cannot be advocates for particular issues. They need to continue offering basic services. They've had more than 100,000 hits on their website with more than 40% received from out of the county. They have to be at the table for regional discussions and decide what role they play in the region. Mitchell's involved in three regional discussions including technology, small business development and entrepreneurship.

Mitchell of WCEDC invited the committee to attend upcoming Conversations.

Cherkinian said their goal is to help increase awareness and define the role of WCEDC. Their goal is to develop position statements and to get into tactical issues. Corporate sponsorship levels were developed to help WCEDC to stand-alone. Another goal is to make WCEDC more financially profitable and to add staff. Adding staff can't be done until the need is identified and funding found. They will also make recommendations on the following issues: what materials should appear on the website, WCEDC's role in regionalism, collateral handouts, etc. His organization is trained to handle the press and free up WCEDC staff to handle other matters.

Mitchell of WCEDC said he doesn't think businesses in the area realize what they get from county government and the technical colleges. Mitchell of WCEDC worked with Roundy's and the Workforce Development Center to set up employee recruitments at the Workforce Development Center. It will be challenging to get employees for the Oconomowoc Roundy's Center due to its location. Mitchell of WCEDC said hiring McGlinchey & Associates will actually save them money. They are paying \$20K for 12 months with McGlinchey & Associates. Hiring a staff person to handle the marketing would cost \$40K plus benefits.

Haukohl said, in WCEDC's last report to the committee Mitchell talked about job retention. What is WCEDC doing to work on this? Mitchell of WCEDC said they are looking into wellness programs and launching a cultural awareness program in February to deal with retention issues. Transportation issues will be discussed in fall 2005. They are also publicizing high tech businesses in Waukesha County. Forty-two percent of technology businesses in the region are located in Waukesha County.

Krahn asked Mitchell of WCEDC, in his meetings with CEOs, does the issue of Wisconsin being a "tax hell" come up? Mitchell of WCEDC said this comes up 70% of the time. He said he asks them which taxes in particular are they talking about? Typically CEOs combine all taxes together and discount what they get in Waukesha County. He asks if they realize that he is a part of what they get in Waukesha County? The CEO's are amazed at this. TABOR does not come up. The concept is too new and lacks true understanding. Mitchell of WCEDC said he gives CEOs a handout developed by Norm Cummings comparing taxes on a \$2 million building in several counties. Businesses are surprised how low Waukesha County taxes are in comparison to other counties.

Mitchell of WCEDC said the manufacturing businesses are less involved in WCEDC due to economic issues. The businesses need to concentrate on their business instead of volunteering for Conversations.

**Discuss and Consider the Following Appointments:**

**159-A-025: Appointment of Elaine Spelius to the Federated Library Board**

MOTION: Stamsta moved, Supervisor Mitchell second, to approve 159-A-025: Appointment Elaine Spelius to the Federated Library Board. Motion carried: 7-0.

**159-A-026: Appointment of Randy Radish to the Community Development Block Grant Board**

MOTION: Paulson moved, Haukohl second, to approve 159-A-026: Appointment of Randy Radish to the Community Development Block Grant Board. Motion carried: 7-0.

**159-A-027: Appointment of Paul Kanter to the Federated Library Board**

MOTION: Manke moved, Kolb second, to approve 159-A-027: Appointment of Paul Kanter to the Federated Library Board. Motion carried:

**Motion to Reconsider Ordinance 159-O-083: Authorize Member Services Agreement with the Wisconsin Local Government Telecommunications Coalition**

Dwyer said, after the Executive Committee defeated this ordinance, Whyte Dudek & Hirschboeck rewrote the agreement for Waukesha County. The new agreement addresses the concerns of the Executive Committee and Sean Sander. This ordinance will be put on the next Executive Committee agenda and will have presentations by representatives of the Wisconsin Local Government Telecommunications Coalition.

MOTION: Manke moved, Supervisor Mitchell second, to reconsider Ordinance 159-O-083. Motion carried: 6-1 (Kolb voted no.)

MOTION: Supervisor Mitchell moved, Stamsta second, to table Ordinance 159-O-083. Motion carried: 7-0.

**Discuss Draft Resolution on State Referendum Questions Regarding Payment for State Mandated Services**

A draft of the resolution was distributed to the committee members. Krahn said 57 counties have begun dealing with this. WCA is pushing all 72 counties in Wisconsin to approve the resolution.

Haukohl said she wants the “RESOLVED” paragraphs of the resolution to specify “county property tax.” The committee agreed that the wording, “county property tax,” should be included in the “RESOLVED” paragraphs in place of “county taxpayer” to clarify the resolution.

**Discuss and Consider UW-Extension’s Grant Intent for the Youth Gardening and Farmer’s Market Project**

Jante said the intent to apply for a grant is for the Youth Gardening and Farmer’s Market Project to the Roundy’s Foundation for approximately \$20,000 for 2005. The purpose of the grant is to glean produce from consumers and vendors at Waukesha County Farmers’ Market (Menomonee Falls, Waukesha and Brookfield) and provide fresh produce and education to youth through a garden program. The collaborative partners on this grant are Waukesha County Nutrition Coalition, Waukesha food pantries, meal sites and shelters, farmers’ markets, UW-Extension Nutrition and Horticulture departments and LaTEENo Leadership program. The Nutrition Coalition will seek additional funding from other sources for this program.

**Committee Reports by Committee Chairs for the Following Meetings:**

December 7, 2004 & January 4, 2005 – Land Use, Parks and Environment – Kolb said Ordinance 159-O-096 is not coming to the board floor because of changes made to several conditions in the ordinance at the town level. The town had not approved or included these conditions in the ordinance received by the county. It didn’t make sense for the county to approve the ordinance until it was corrected.

December 7, 2004 – Personnel – Paulson said the objective this year is to settle six union contracts. He has concerns about a recent Milwaukee Journal Sentinel article stating staff changes were made in the well and restaurant inspections areas.

December 8, 2004 & January 5, 2005 – Finance – Haukohl said the following issues were discussed at the December meeting: nine fund transfers, third quarter status report on collections and special revenue funds, contract procurement process for End User Support and Help Desk Support, nine ordinances, the County Board's change of intent for 2004 operating expenditures and a closed session featuring Dearth versus Waukesha County. The following issues were discussed at the January meeting: contract procurement process for Information Systems Project Management Services, annual report on disposal of fixed assets, future agenda items, principals and issues regarding centralized versus decentralized county services, a senior services grant and the transfer of funds to purchase a rotary snow thrower for the airport.

December 16, 2004 – Public Works – Manke said the committee discussed the following issues at their December meeting: bids for the North Prairie substation facility upgrades to mitigate future dissolved salt releases, bids to replace the emergency generator at the Juvenile Center and to relocate the emergency generator at the Health and Human Services Center, speed zone change on Highway B in the City of Oconomowoc and an ordinance to approve a land lease in the City of Muskego.

December 16, 2004 – Health and Human Services – Stamsta was unable to attend this meeting and had no report.

December 17, 2004 – Judiciary and Law Enforcement – Supervisor Mitchell said the committee heard an overview of Circuit Court Services strategic plan for 2006–2008 and an update on the Criminal Justice Collaborating Council.

### **WCA Report of December 10**

Dwyer said Haukohl will be on the WCA Convention Planning Committee. He said there is no increase in dues, magazines or seminars costs in 2005. WCA understands that county budgets are tight and doesn't want to extend them any further. Dues are down to 22% of the overall budget. They will no longer charge counties extra money to lobby for counties. That is what WCA is there for. The number of vendors at the WCA Conference in Milwaukee was down because the conference was supposed to be held elsewhere and was switched late in the planning process. The 2005 conference will be held in Milwaukee and they expect more vendors to attend. They thoroughly reviewed the budget and talked about investment strategies for WCA. WCA would like to do more ETN conferences/seminars to keep expenses down. They reviewed the draft resolution discussed at the meeting today. The board did an evaluation of Mark O'Connell. O'Connell received only one "below expectations" rating from someone in the group. Dwyer is confident the board of directors is moving in a good direction.

### **Motion to Adjourn**

MOTION: Haukohl moved, Manke second, to adjourn the meeting at 11:23 a.m. Motion carried: 7-0.

Respectfully submitted,

Walter Kolb  
Secretary